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PATENT
Attorney Docket No.: 082368-000800US
Client Reference No.: DEN-A0101P-US

TOWNSEND and TOWNSEND and CREW LLP

By: Patricia A. Diehl

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

IIJIMA et al.

Application No.: 10/500,272

Filed: June 25, 2004

For: INFORMATION DISTRIBUTION
SYSTEMS AND METHODS,
PROGRAMS REALIZING THESE
METHODS, AND INFORMATION
MEDIA CONCERNING THE
PROGRAMS

Customer No.: 20350

Confirmation No.: 9339

Examiner: Taha, Shaq

Art Unit: 2446

SUPPLEMENTAL INFORMATION
DISCLOSURE STATEMENT UNDER
37 CFR §1.97 and §1.98

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Commissioner:

The references cited on attached form PTO/SB/08B are being called to the attention of the Examiner.

It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

As provided for by 37 CFR §1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and no representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

This IDS is being filed before the mailing date of the final Office Action or Notice of Allowance.

The following references are in the Japanese language:

- (1) Omori, et al., JP 2001-142826 A;
- (2) Omori, et al., JP 3825597 B2;
- (3) Takigawa, JP-2001-236444 A;
- (4) Inoue, et al., JP 2001-265997 A;
- (5) Iijima, et al., WO 01/89216 A1;
- (6) Iijima, et al., WO 01/93582 A1.

The concise explanation of each reference is as follows:

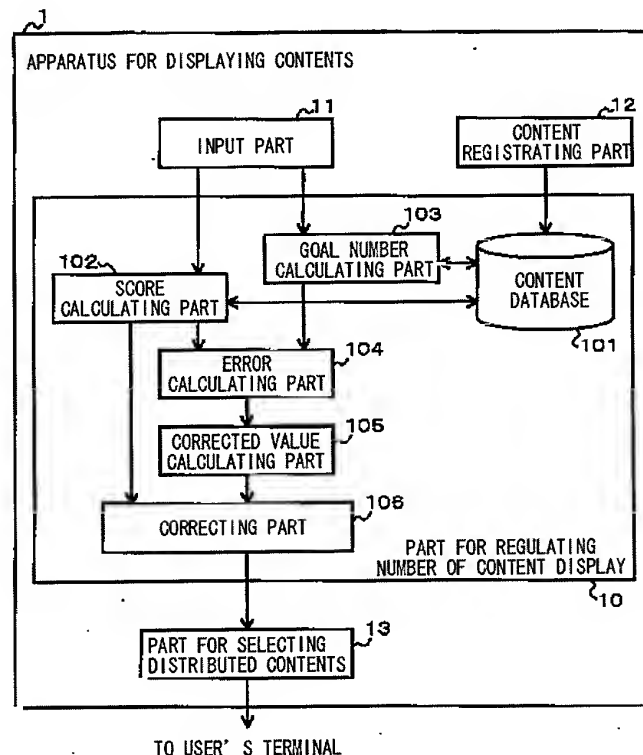
(1) Omori, et al., JP 2001-142826 A

(2) Omori, et al., JP 2004-3925597 B2

These references are related to one another (the former is the published application and the latter is the granted patent of the application).

Applicant: Nippon Telegraph and Telephone Corporation

Title: Methods and apparatuses for regulating the content display number and program storing media thereof



This document discloses a technology for regulating the number of displaying contents in a system for distributing contents such as advertisement data for users via networks. It discloses methods and apparatuses for regulating the number of displaying contents, and realizes a regulatory function of the display number having high advertising effect and good accuracy, which could not be realized with conventional means for regulating the advertising content display number.

More specifically, this document discloses a method and apparatus for regulating the number of content display in a system which selects and distributes an arbitrary number of content from a plurality of pre-registered contents. The method comprises the following steps of:

a) setting information on the distribution initiating time, the distribution terminating time, and the frequency or number of distribution during the content distribution period between these times at an arbitrary time point, using a parameter or functional format for each content to be distributed;

b) at a certain time during the period of distributing the content, calculating the goal number of content display at the current time based on the information for setting the frequency or number of distribution; and

c) selecting the content to be distributed based on the calculated goal number for each content and the actual number of distribution thus far.

The regulation is implemented as follows:

a primary score is calculated to rank the contents to be distributed;

a target distribution number (target click number) is calculated which is the targeted total number of distributions (click number) to be achieved at a certain time point of the distribution period;

the difference between the actual distribution number (actual click number) and the target distribution number (target click number) at the certain time point is calculated;

a correction value for correcting the primary score is calculated based on this difference;

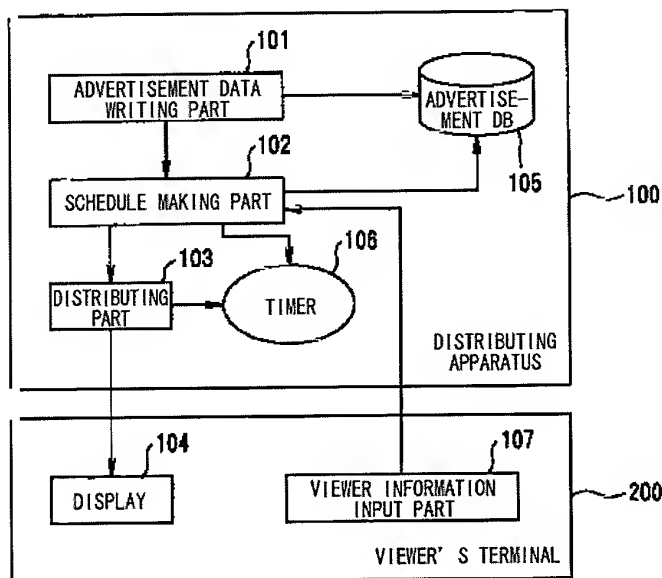
a secondary score is generated by correcting the primary score, based on the correction value; and

a content is selected for the distribution, based on the secondary score.

(3) Takigawa, JP-2001-236444 A

Applicant: Nippon Telegraph and Telephone Corporation

Title: Methods for distributing advertisement which distributes advertisements via networks



This document relates to methods for distributing advertisements, particularly methods for scheduling and distributing digital programs for transmission to viewers via networks as well as multiple advertisements for insertion into images.

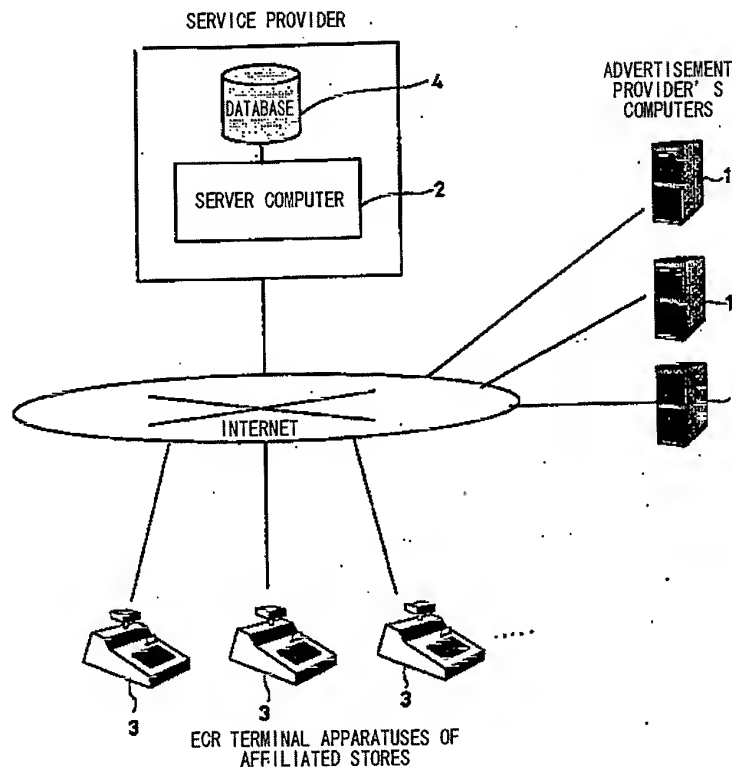
Specifically, this document discloses a method of distributing advertisements which comprises:

- a) a first step of making an advertisement sequence schedule containing at least information showing the distribution sequence for the advertisement data for which the distribution time period and distribution number are not pre-determined;
- b) a second step of making a distribution time schedule containing at least information showing the distribution time frame and the distribution number in this time frame for the advertisement data for which the distribution time period and distribution number are pre-determined; and
- c) a third step of distributing via a network the advertisement data based on these two schedules made.

(4) Inoue, et al., JP 2001-265997 A

Applicant: Casio Computer Co., Ltd.

Title: Advertisement data operating systems and medium for storing programs or for transmitting data



ADVERTISEMENT DATA OPERATING SYSTEM

This document relates to advertisement data operating/managing systems and to program-recording media and data-distributing media.

Specifically, the document relates to an advertisement operating system in which an advertisement data operating apparatus for managing and operating multiple advertisement data and a sales data processing apparatus for processing the information on each user are connected via a wide area communication network, in which:

- a) the advertisement data operating apparatus comprises:

a means for storing target attributes by connecting the target attributes to the advertisement data, provided that the advertisement target attributes to specify the target of advertisement is indicated from the advertiser with consideration of the advertisement effect;

a means for selecting advertisement data to fit each user by comparing user attributes with the content stored in the aforementioned means for storing target attributes, provided that user attributes indicating the user-specific characteristics are provided by the advertisement users; and

a means for transmitting the advertisement data selected for each advertisement user using the above selection means to the sales data processing means viewed by the targeted user; and

b) the sales data processing apparatus comprises:

a means for storing the advertisement data transmitted from the advertisement data operating apparatus;

a means for registering and processing sales data input upon each commercial transaction with a customer (user); and

a means for outputting (on the receipt) the advertisement data stored in the aforementioned means for storing advertisement data for each commercial transaction with a customer.

(5) Iijima, et al., WO 01/89216 A1

Applicants: Dentsu Inc. and Sumitomo Corporation

Title: Method and Apparatus for Controlling Transmission of Advertisement

This published application has counterpart European patent application EP 1292146, which is in the English language. EP 1292146 was previously submitted in Applicants' Information Disclosure Statement filed August 22, 2005, and considered by the Examiner.

Iijima, et al.
Application No. 10/500,272

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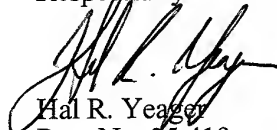
(6) Iijima, et al., WO 01/93582 A1

Applicants: Dentsu Inc. and Sumitomo Corporation

Title: Broadcast Providing Method, Broadcasting System, and Broadcast Receiver

An English abstract is provided at the first page for this document.

Respectfully submitted,



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